

**EAST Search History****EAST Search History (Prior Art)**

| Ref # | Hits | Search Query   | DBs   | Default Operator | Plurals | Time Stamp          |
|-------|------|--|---|------------------|---------|---------------------|
| S53   | 873  | (deliver\$3 same ((persona\$5 or local\$5) near (ad ads advertis\$5 commercial\$3 promotion \$1)))   | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2010/04/12<br>11:12 |
| S54   | 2253 | (725/32-36).OCLS.  | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR               | OFF     | 2010/04/12<br>11:12 |
| S55   | 15   | (US-20050278736-\$ or US-20070143787-\$ or US-20050204381-\$ or US-20030177490-\$ or US-20020100042-\$ or US-20070124762-\$ or US-20080046920-\$ or US-20060195866-\$ or US-20020083445-\$ or US-20030005437-\$ or US-20040003396-\$ or US-20070204292-\$ or US-20030229893-\$).did.<br>or (US-7152237-\$).did.<br>or (US-5933811-\$).did. | US_PGPUB;<br>USPAT;<br>DERWENT  | OR               | ON      | 2010/04/12<br>11:12 |
| S57   | 9    | ("200401750").PN.  | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR               | OFF     | 2010/04/12<br>11:27 |
| S58   | 2    | ("6002393").PN.  | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR               | OFF     | 2010/04/12<br>11:28 |

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| S60 | 2    | ("20040172650").PN.  | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2010/04/12<br>12:22 |
| S61 | 4    | ((ad ads advertis\$5 commercial\$3 promotion \$1)same(user near3 attributes)same (follow near up)) and ((user near interface) (search near requests))            | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2010/04/12<br>15:15 |
| S62 | 32   | ((ad ads advertis\$5 commercial\$3 promotion \$1)same (follow near up)) same((user near interface) (search near requests))                                       | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2010/04/12<br>15:19 |
| S63 | 466  | (725/42).CCLS.   | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2010/04/12<br>15:21 |
| S64 | 2253 | (725/32-36).CCLS.  | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2010/04/12<br>15:21 |
| S65 | 211  | S63 and S64  | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2010/04/12<br>15:21 |
| S66 | 4    | S65 and ((ad ads advertis\$5 commercial\$3 promotion\$1)same(user near3 attributes))   | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2010/04/12<br>15:23 |
| S67 | 47   | (ad ads advertis\$5 commercial\$3 promotion \$1)near3 ((attributes) same(user near3 information)(ad near agency)(advertiser near informaion)) and "725"/\$.ccls. | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2010/04/15<br>13:09 |

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| S68 | 30   | ((AD ADS ADVERTIS\$5 COMMERCIAL\$3 PROMOTION\$1)NEAR3 (ATTRIBUTES) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR AGENCY) near3 information))and "725"/\$. CCLS.                        | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON  | 2010/04/15 14:03 |
| S69 | 133  | ((AD ADS ADVERTIS\$5 COMMERCIAL\$3 PROMOTION\$1)NEAR3 (ATTRIBUTES CENTER) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR AGENCY) near3 information))and "705"/\$. CCLS.                 | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON  | 2010/04/15 14:31 |
| S70 | 72   | ((AD ADS ADVERTIS\$5 COMMERCIAL\$3 PROMOTION\$1)NEAR3 (ATTRIBUTES CENTER AGENCY) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY) near3 information))and "725"/\$. CCLS. | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON  | 2010/04/15 14:56 |
| S71 | 9316 | (705/14,26).CCLS.  | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2010/04/15 15:24 |
| S72 | 1294 | (725/10,32).CCLS.  | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2010/04/15 15:24 |
| S73 | 10   | S71 and S72  | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON  | 2010/04/15 15:25 |

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| S74 | 115 | (Content near provider) same (AD ADS ADVERTIS \$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information))and "725"/\$. CCLS.                         | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/15 16:52 |
| S75 | 943 | (Content near provider) same (AD ADS ADVERTIS \$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information))and (stor\$3 database)                      | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/15 16:53 |
| S76 | 115 | (Content near provider) same (AD ADS ADVERTIS \$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information))and (stor\$3 database) and "725"/\$. ccls.  | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/15 16:54 |
| S77 | 56  | (Content near provider) same (AD ADS ADVERTIS \$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information))same(stor \$3 database) and "725"/ \$.ccls. | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/15 16:54 |

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| S78 | 56 | (Content near provider) same (AD ADS ADVERTIS \$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information))same(stor \$3 database) and "725"/ \$.ccls.  | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 09:50 |
| S79 | 21 | (Content near provider) same (AD ADS ADVERTIS \$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information))near3(stor \$3 database) and "725"/ \$.ccls. | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 10:26 |
| S80 | 2  | (Content near provider) same (AD ADS ADVERTIS \$5 COMMERCIAL\$3 PROMOTION\$1)and ((ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information))same(stor \$3 database)  | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 10:32 |
| S81 | 18 | (AD ADS ADVERTIS\$5 COMMERCIAL\$3 PROMOTION\$1)same ((ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information))same(stor \$3 database)   | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 10:33 |
| S82 | 57 | ((ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information))  | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 10:44 |

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| S83 | 3    | collect same (((ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information)))  | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 11:07 |
| S84 | 163  | collect same (((ADVERTISER NEAR3 (Data INFORMATION)) or ((AD NEAR (COMPANY AGENCY)) near3 (data information))))  | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 11:10 |
| S85 | 21   | collect same (((ADVERTISER NEAR3 (Data INFORMATION)) or ((AD NEAR (COMPANY AGENCY)) near3 (data information)))) and "725"/\$.ccls.   | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 11:35 |
| S86 | 223  | ((ad ads advertis\$5 commercial\$3 promotion \$1)NEAR3 targeted) same (agency company provider advertiser) near3 (content information data) and "725"/\$.ccls.                               | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 11:54 |
| S87 | 4569 | ((ad ads advertis\$5 commercial\$3 promotion \$1) same (center agency company provider advertiser server headend)) and ((stor\$3 sav\$3) near (content information data)) and "725"/\$.ccls. | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 12:04 |
| S88 | 1233 | ((ad ads advertis\$5 commercial\$3 promotion \$1) same (center agency company provider advertiser server headend)) same((stor\$3 sav\$3) near (content information data)) and "725"/\$.ccls. | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 12:05 |

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| S89 | 198 | ((ad ads advertis\$5 commercial\$3 promotion \$1) near(center agency company provider advertiser server headend)) same((stor\$3 sav\$3) near (content information data)) and "725"/\$.ccls.  | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/04/16<br>12:05 |
| S90 | 123 | ((ad ads advertis\$5 commercial\$3 promotion \$1) near(center agency company provider advertiser server headend)) same((stor\$3 sav\$3) near (content information data)) and (targeted personalized localized) and "725"/\$.ccls.  | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/04/16<br>12:09 |
| S91 | 34  | ((ad ads advertis\$5 commercial\$3 promotion \$1) near(center agency company provider advertiser server headend)) same((stor\$3 sav\$3) near (content information data)) same (targeted personalized localized) and "725"/\$.ccls. | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/04/16<br>12:10 |
| S92 | 104 | ((ad ads advertis\$5 commercial\$3 promotion \$1) near(center agency company provider advertiser server headend)) same((stor\$3 sav\$3) near (content information data)) same (targeted personalized localized) and "705"/\$.ccls. | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/04/16<br>12:18 |
| S93 | 398 | (agency advertiser) near (information data) and "725"/\$.ccls.   | US_PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/04/16<br>12:32 |

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| S94 | 137 | (agency advertiser) near (information data) and (targeted near (ad advertis\$5 commercial promotin\$1)) and "725"/\$.ccls.     | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 12:33 |
| S95 | 16  | (agency or advertiser) near (information data) same (targeted near (ad advertis\$5 commercial promotin\$1)) and "725"/\$.ccls. | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 12:37 |
| S96 | 398 | (agency or advertiser or advetis\$3) near (information data) and "725"/\$.ccls.  | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 12:57 |
| S97 | 17  | (agency or advertiser or advetis\$3 or user or viewer) near (information data) near targeted and "725"/\$.ccls.                | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 13:26 |
| S98 | 330 | (agency or advertiser or advetis\$3 or user or viewer) near (information data) same targeted and "725"/\$.ccls.                | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2010/04/16 13:30 |

**EAST Search History (Interference)**

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**5/ 17/ 2010 10:26:57 AM****C:\ Documents and Settings\atesfaye2\My Documents\EAST\Workspaces\10585225.wsp**